ORDER

Order / Rev: 704042 06260631 Alt Order #:

OBAMA FOR AMERICA Product Desc: Estimate: 1536

09/04/12 - 10/01/12 Flight Dates:

09/23/12 / 09/23/12 Original Date / Rev:

Order Type: Political WUSA

Primary AE: Aaron Ashe Sales Office: T-WAS Sales Region: NAT

Greer Margolis Mitchell Name:

Buying Contact: Billing Contact:

> 3050 K St NW Washington, DC 20007

Billing Type: Cash Billing Calendar: Broadcast

Billing Cycle: EOM/EOC Agency Commission: 15%

Advertiser Name: Obama/D/President

> A35+ Demographic: **Product Codes:** PL-Presidential, Political, PL-Federal

Priority: P-5 Revenue Codes: AGY, GEN, POL New Business Thru:

Order Separation: 00:15:00

Advertiser External ID: Agency External ID:

Totals **Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/30/12	59	\$278,700.00	\$236,895.00
10/01/12	10/01/12	5	\$4,700.00	\$3,995.00

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	59	\$278,700.00	\$236,895.00	0.00
October 2012	5	\$4,700.00	\$3,995.00	0.00
Totals	64	\$283,400.00	\$240,890.00	0.00

Account Executives

Orders

Agency

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Aaron Ashe			Start Of Order - End Of Order	100%

Ln Ch Start End	Inventory Code Brea	k Start/End	Time Days	Len Spots	Rate Pri	Rtg Type Spots	Amount
1 WUSA 09/04/12 09/07/12	CBS This Morning CM	7-9a	- TWTF	:30 5	\$250.00 P-2	0.00 NM 5	\$1,250.00
	CBS This Morning						
Start Date End Date	Weekdays Spots/Wee	<u>Rate</u>	Rating				
Week: 09/03/12 09/09/12	- TWTF	5 \$250.00	0.00				
2 WUSA 09/10/12 09/14/12	CBS This Morning CM	7-9a	M- WΓF	:30 5	\$250.00 P-2	0.00 NM 5	\$1,250.00
	CBS This Morning						
Start Date End Date	Weekdays Spots/Wee	<u>Rate</u>	Rating				
Week: 09/10/12 09/16/12	М- WTF	5 \$250.00	0.00				
3 WUSA 09/17/12 09/28/12	· ·	7-9a	МГЖГБ	:30 5	\$300.00 P-2	0.00 NM 10	\$3,000.00
	CBS This Morning						
Start Date End Date	Weekdays Spots/Wee	<u>ek</u> <u>Rate</u>	Rating				
Week: 09/17/12 09/23/12	MTWTF	5 \$300.00	0.00				
Week: 09/24/12 09/30/12	MTWTF	5 \$300.00	0.00				
4 WUSA 10/01/12 10/01/12	•	7-9a	M	:30 2	\$300.00 P-2	0.00 NM 2	\$600.00
	CBS This Morning						
Start Date End Date	Weekdays Spots/Wee	<u>k Rate</u>	Rating				
Week: 10/01/12 10/07/12	M	2 \$300.00	0.00				
5 WUSA 09/04/12 09/07/12	9 News @ 5p CM	5-6p	- TWTF	:30 1	\$800.00 P-1	0.00 NM 1	\$800.00
	9 News @ 5p						
Start Date End Date	Weekdays Spots/Wee	k Rate	Rating				
Week: 09/03/12 09/09/12	- TWTF	1 \$800.00	0.00				
6 WUSA 09/10/12 09/14/12	9 News @ 5p CM	5-6p	M- WTF	:30 2	\$800.00 P-1	0.00 NM 2	\$1,600.00
	9 News @ 5p						

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Order / Rev: 704042 Advertiser: Obama/D/President

Alt Order #: 06260631 Product Desc: OBAMA FOR AMERICA WUSA

Flight Dates: 09/04/12 - 10/01/12 Estimate: 1536

Ln Ch	Start	End	Inventory Code	Break	Start/End 1	Γime Days	Len Spo	ots	Rate Pri	Rtg Type	Spots	Amount
6 WUSA	09/10/1	2 09/14/12	9 News @ 5p 9 News @ 5p	СМ	5-6p	М- WГF	:30	2	\$800.00 P-1	0.00 NM	2	\$1,600.00
Sta Week: 09/	rt Date 10/12	End Date 09/16/12	Weekdays M- WTF	Spots/Week 2	Rate \$800.00	Rating 0.00						
7 WUSA	09/17/1	2 09/28/12	9 News @ 5p 9 News @ 5p	CM	5-6p	MTWTF	:30	2	\$700.00 P-2	0.00 NM	4	\$2,800.00
Sta Week: 09/ Week: 09/2		End Date 09/23/12 09/30/12	Weekdays MTWTF MTWTF	Spots/Week 2 2	Rate \$700.00 \$700.00	Rating 0.00 0.00						
8 WUSA	10/01/1	2 10/01/12	9 News @ 5p 9 News @ 5p	СМ	5-6p	M	:30	1	\$700.00 P-2	0.00 NM	1	\$700.00
Sta Week: 10/	rt Date 01/12	End Date 10/07/12	Weekdays M	Spots/Week 1	Rate \$700.00	Rating 0.00						
9 WUSA	09/04/1	2 09/07/12	9 News @ 6p 9 News @ 6p	СМ	6-630p	- TWTF	:30	2	\$800.00 P-2	0.00 NM	2	\$1,600.00
Sta Week: 09/	rt Date 03/12	End Date 09/09/12	Weekdays - TWTF	Spots/Week 2	Rate \$800.00	Rating 0.00						
10 WUSA	09/10/1	2 09/14/12	9 News @ 6p 9 News @ 6p	СМ	6-630p	M- WTF	:30	1	\$800.00 P-2	0.00 NM	1	\$800.00
Sta Week: 09/	rt Date 10/12	End Date 09/16/12	Weekdays M- WTF	Spots/Week 1	Rate \$800.00	Rating 0.00						
11 WUSA	09/17/1	2 09/28/12	9 News @ 6p 9 News @ 6p	СМ	6-630p	MTWTF	:30	2	\$900.00 P-2	0.00 NM	4	\$3,600.00
Sta Week: 09/ Week: 09/		End Date 09/23/12 09/30/12	Weekdays MTWTF MTWTF	Spots/Week 2 2	Rate \$900.00 \$900.00	Rating 0.00 0.00						
12 WUSA	10/01/1	2 10/01/12	9 News @ 6p 9 News @ 6p	СМ	6-630p	M	:30	1	\$900.00 P-2	0.00 NM	1	\$900.00
Sta Week: 10/	rt Date 01/12	End Date 10/07/12	Weekdays M	Spots/Week 1	<u>Rate</u> \$900.00	Rating 0.00						
13 WUSA	09/04/1	2 09/07/12	9 News @ 11p 9 News @ 11p	СМ	M-Su 11-11:	35p - TWTF	:30	1	\$2,000.00 P-2	0.00 NM	1	\$2,000.00
Sta Week: 09/	rt Date 03/12	End Date 09/09/12	<u>Weekdays</u> - TWTF	Spots/Week 1	Rate \$2,000.00	Rating 0.00						
14 WUSA	09/12/1	2 09/14/12	9 News @ 11p 9 News @ 11p	СМ	M-Su 11-11:	35pWTF	:30	2	\$2,000.00 P-2	0.00 NM	2	\$4,000.00
Week: 09/		End Date 09/16/12	Weekdays WTF		Rate \$2,000.00	Rating 0.00						
Spot Ch 1 VUSA			<u>lescription</u> News @ 11p		t/End Time u 11-1135p		<u>Veekdays</u> ſ- WThF		ngth Rate :30 \$2,000.00	Rtg Type 0.00 NM		
15 WUSA	09/17/1	2 09/28/12	9 News @ 11p 9 News @ 11p	СМ	M-Su 11-11:	35р МГЖТБ	:30	2	\$2,500.00 P-2	0.00 NM	4	\$10,000.00
Sta Week: 09/ Week: 09/		End Date 09/23/12 09/30/12	Weekdays MTWTF MTWTF		Rate \$2,500.00 \$2,500.00	Rating 0.00 0.00						
16 WUSA	10/01/1	2 10/01/12	9 News @ 11p 9 News @ 11p	СМ	M-Su 11-11:	35p M	:30	1	\$2,500.00 P-2	0.00 NM	1	\$2,500.00
Sta Week: 10/	rt Date 01/12	End Date 10/07/12	Weekdays M	Spots/Week 1	Rate \$2,500.00	Rating 0.00						
17 WUSA	09/04/1	2 09/04/12	Tue Prime A NCIS	СМ	8-9P	- T	:30	1\$	611,000.00 P-1	0.00 NM	1	\$11,000.00
<u>Sta</u> Week: 09/	rt Date 03/12	End Date 09/09/12	Weekdays - T	Spots/Week	<u>Rate</u> \$11,000.00	Rating 0.00						
18 WUSA	09/11/1	2 09/11/12	Tue Prime A NCIS	СМ	8-9P	- T	:30	1\$	S11,000.00 P-1	0.00 NM	1	\$11,000.00
Sta Week: 09/	rt Date 10/12	End Date 09/16/12	Weekdays - T	Spots/Week	<u>Rate</u> \$11,000.00	Rating 0.00						

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Order / Rev: 704042 Advertiser: Obama/D/President

Alt Order #: 06260631 Product Desc: OBAMA FOR AMERICA **WUSA**

Flight Dates: 09/04/12 - 10/01/12 Estimate: 1536

Ln Ch Start End Inv	entory Code Break	Start/End Tir	ne Days	Len Spo	ts Rate Pri	Rtg Type	Spots	Amount
18 WUSA 09/11/12 09/11/12 Tue NC		8-9P	- T	:30	1\$11,000.00 P-1	0.00 NM	1	\$11,000.00
Start Date End Date W	/eekdays Spots/Week		Rating					
Week: 09/10/12		\$11,000.00 rt/End Time	0.00	Neekdays	Length Rate	Rtg Type		
2 NUSA 09/10/12-09/16/12 Tue P			-	T	:30 \$11,000.00)			
See MG 18.3 3 NUSA 09/13/12-09/13/12 Thu P	rime A 8-9	D		· Th	:30\$11.000.00	0.00 NM		
⊕ MG for 18.2 09/11	Time A 0-3	7	-	111	.50\$11,000.00	0.00 INIVI		
19 WUSA 09/18/12 09/18/12 Tue NC		8-9P	- T	:30	1 \$20,000.00 P-1	0.00 NM	1	\$20,000.00
	/eekdays Spots/Week	Rate \$20,000.00	Rating 0.00					
	e Prime A CM	8-9P	- T	:30	1 \$20,000.00 P-1	0.00 NM	1	\$20,000.00
Start Date End Date W	/eekdays Spots/Week	Rate \$20,000.00	Rating 0.00					
21 WUSA 09/04/12 09/04/12 Tue	e Prime C CM	10-11p	- T	:30	1 \$6,000.00 P-1	0.00 NM	1	\$6,000.00
Start Date End Date W	e Mentalist <u>/eekdays</u> <u>Spots/Week</u>	Rate	Rating					
VVCCR. 03/03/12 03/03/12		\$6,000.00 rt/End Time	0.00	Nookdays	Longth Pate	Rtg Type		
1 NUSA 09/03/12-09/09/12 Tue P			-	<u>Weekdays</u> ·T				
See MG 21.2 [Program change-RNC airs 8	3/28-8/30 10-11p and DNC	airs 9/4-9/6 10-1	1p. Use Prime	Political Pro	gram]			
2 VUSA 09/04/12-09/05/12 Prime MG for 21.1 09/04	Political Program Tu-	Th 10-11p	-	TW	:30 \$6,000.00	0.00 NM		
22 WUSA 09/11/12 09/11/12 Tue CS	e Prime C CM SI: Crime Scene Investigatio	10-11p	- T	:30	1 \$6,000.00 P-1	0.00 NM	1	\$6,000.00
Start Date End Date W	/eekdays Spots/Week		Rating					
Spot Ch Date Range Descri 2 NUSA 09/10/12-09/16/12 Tue P	iption Sta	rt/End Time		<u>Weekdays</u>	Length Rate :30(\$6,000.00)	Rtg Type		
See MG 22.3	Prime C 10-	Пр	-	1	.30 (\$6,000.00)	0.00 14141		
[Program change-The Menta 3 VUSA 09/12/12-09/12/12 Wed F				e Prime C]	:30 \$6,000.00	0.00 NM		
MG for 22.2 09/11	Time 0			•	.00 40,000.00	0.00 14101		
23 WUSA 09/18/12 09/18/12 Tue CS	e Prime C CM SI: Crime Scene Investigatio	10-11p n	- T	:30	1 \$9,000.00 P-1	0.00 NM	1	\$9,000.00
Start Date End Date W	/eekdays Spots/Week	Rate	Rating					
Week: 09/17/12 09/23/12 - 1 Spot Ch Date Range Descri		\$9,000.00 rt/End Time	0.00	Neekdays	Length Rate	Rtg Type		
2 NUSA 09/17/12-09/23/12 Tue P	Prime C 10-	11p	-	T	:30 (\$9,000.00)	0.00 <i>NM</i>		
See MG 23.3 [Program change-The Menta	alist 9/11 and NCIS: Los Ano	geles airs 9/18 1	0-11p. Use Tu	e Prime C]				
3 NUSA 09/18/12-09/18/12 Tue P				T	:30 (\$9,000.00)	0.00 <i>NM</i>		
See MG 23.4 [Program change- NCIS: Los	s Angeles (2hr) airs 9/18 9-1	1p. Use Tues P	rime Other inv	. code]				
4 VUSA 09/18/12-09/18/12 Tue P M MG for 23.3 09/18	rime Other 9-10	Op (9:	00 PM-10:00 F	T	:30 \$9,000.00	0.00 NM		
24 WUSA 09/25/12 09/25/12 Tue	e Prime C CM	10-11P	- T	:30	1 \$9,000.00 P-1	0.00 NM	1	\$9,000.00
Veg	gas /eekdays Spots/Week	Rate	Rating					
Week: 09/24/12 09/30/12 - 1	T 1	\$9,000.00	0.00					
26 WUSA 09/15/12 09/15/12 Sat 48	Prime C CM Hours Mystery	10-11P	S-	:30	1 \$4,000.00 P-1	0.00 NM	1	\$4,000.00
	/eekdays S- Spots/Week	· . —	Rating 0.00					
27 WUSA 09/22/12 09/22/12	СМ	10-11P	S-	:30	1 \$4,000.00 P-1	0.00 NM	1	\$4,000.00

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Order / Rev: 704042 Advertiser: Obama/D/President

Alt Order #: 06260631 Product Desc: OBAMA FOR AMERICA **WUSA**

Flight Dates: 09/04/12 - 10/01/12 Estimate: 1536

Ln Ch	Start	End	Inventory Code	Break	Start/End T	ime D	ays	Len Spor	ts Rate Pri	Rtg Type	Spots	Amount
			Sat Prime C									
			48 Hours Mystery	′								
	rt Date	End Date	Weekdays	Spots/Week		Rating						
Week: 09/	17/12	09/23/12	S-	1	\$4,000.00	0.00						
28 WUSA	09/29/1	2 09/29/12		CM	10-11P		S-	:30	1 \$4,000.00 P-1	0.00 NM	1	\$4,000.00
			48 Hours Mystery	′								
	rt Date	End Date	Weekdays	Spots/Week		Rating						
Week: 09/	24/12	09/30/12	S-	1	\$4,000.00	0.00						
29 WUSA	09/09/1	2 09/09/12	Sun Prime A 60 Minutes	СМ	7-8P		S	:30	2\$14,000.00 P-1	0.00 NM	3	\$28,000.00
Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/	03/12	09/09/12	S	2	\$14,000.00	0.00						
	Date Ra		escription		t/End Time			<u>eekdays</u>		Rtg Type		
		2-09/09/12 S	iun Prime A	7-8F	•			Su	:30 ;14,000.00 ,	0.00 NM		
See [NA	e MG 29. \1	.3										
•	•	2-09/16/12 S	un Prime A	7-8F	o			Su	:30\$14,000.00	M/ 00 0		
	65, 10, 12 For 29.2		diri iiiio A	7-01				Du	.50φ14,000.00	0.00 14101		
_	orts over											
		2-09/09/12 N	I-Su 4a-2a	M-S	u 4a-2a			Su	:30 \$0.00	0.00 NM		
® Bor		_ 00,00,	. • • • • • • • • • • • • • • • • • • •	0					.00 40.00	0.00		
		2 00/46/42	Cun Drima A	CM	7-8P		S	:30	1 \$14 000 00 D 1	0.00 NM	4	£14 000 00
30 WUSA	09/16/1	2 09/16/12	Sun Prime A 60 Minutes				3	.30	1 \$14,000.00 P-1	0.00 NM	1	\$14,000.00
	rt Date	End Date	<u>Weekdays</u>	Spots/Week		Rating						
Week: 09/		09/16/12	S		\$14,000.00	0.00						
31 WUSA	09/23/1	2 09/23/12	Sun Prime A 60 Minutes	CM	7-8P		S	:30	1 \$25,000.00 P-2	0.00 NM	1	\$25,000.00
Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/		09/23/12	S		\$25,000.00	0.00				i		
			Sun Prime A		7-8P		S	:30	1\$25,000.00 P-2	0.00 NM	1	\$25,000.00
32 WOOA	03/30/1	2 03/30/12	60 Minutes	OW	7-01		5	.00	1 ψ20,000.001 -2	0.00 14101	'	Ψ20,000.00
Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/		09/30/12	S		\$25,000.00	0.00						
		2 09/23/12	Redskins Football		Regular Sea		S	:30	2\$25,000.00 P-3	0.00 NM	1	\$50,000.00
00 1100/1	00/20/1	2 00/20/12	Redskins Footbal		rtogulai Oco	.50111	5	.00	Σ ψ20,000.001 0	0.00 14141		ψου,ουσ.συ
Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating				ļ		
Week: 09/	17/12	09/23/12	S	2	\$25,000.00	0.00						
	Date Ra		escription		t/End Time					Rtg Type		
			Redskins Football	Reg	ular Season F			Su	:30 \$25,000.00	0.00 <i>NM</i>		
See	e MG 33	.5										
4 NUSA	09/17/1	2-09/23/12 R	Redskins Football	Reg	ular Season F			Su	:30 \25,000.00 ,	0.00 NM		
See	e MG 33	.5										
5 VUSA	09/23/12	2-09/23/12 R	edskins Football	Reg	ular Season F			Su	:30\$50,000.00	0.00 NM		
⊕ MG	for 33.3	,33.4										